Webinar: OnTheMap The Road To Employment Dynamics
August 11, 2020

Coordinator: Welcome and thank you for standing by. At this time all participants are in a listen-only mode until the question-answer of today's conference. At that time, you may press Star 1 on your phone to ask a question. This conference is also being recorded. If you have any objections, please disconnect your line at this time. I would now like to turn the conference over to (Kim Davis) - thank you. You may begin

(Kim Davis): Good morning everyone, thank you for joining us today for another Census Academy Webinar OnTheMap, the Road to Employment Dynamics. We are recording today's webinar and it will be available on Census Academy within the next couple of weeks. And we also will be hosting a Q&A session at the end of today's session.

We have a large number of participants with us today, so we ask that the participants ask only one question and one follow up questions during the Q&A session. If you have questions, you are also welcome to enter them into the Chat feature, and we will address the questions as we participate in the webinar today.

If you don't get all of the questions in chat answered, we will follow up at the end via email to all participants. We also will be asking for your feedback at the end of today's presentation in a brief evaluation survey that will pop up on your screen when you close out of the events.

And assisting today will be - I'm sorry presenting today will be (Eric Coyle) who serves as a Data Dissemination Specialist for the US Census Bureau. He is responsible for building and maintaining relationships with stakeholders through the dissemination of census data and information. Mr. (Coyle's) primary responsibilities are to plan and coordinate and implement data dissemination and outreach.

We have joining Mr. (Coyle), our Subject Matter Expert, Ms. (Earlene Dowell). She is a Program Analyst for the Data Users Trade and Outreach Branch at the US Census Bureau. (Dowell) has been promoting and training people on the Longitudinal Employer-Hold Dynamics Products - Programs for over 10 years.

Prior to joining the LEHD program, (Dowell) played a key role during the 2010 census in the Public Information Office and taught Communication courses at the College of Southern Maryland. (Dowell) received her Master's Degree in Communications and a Bachelor's Degree in Public Relations

from Hawaii Pacific University. Welcome to both of our presenters today and for sharing your expertise. The floor is yours.

(Eric Coyle): Thank you Kim, good morning everyone - thank you for joining us this morning for this very exciting webinar on a particular favorite tool of mine called On the Map. And let me go ahead and share the agenda. So we will be covering the background of this tool which is the LEHD -- Longitudinal Employer-Household Dynamics Program and the -- which is the umbrella for the LED Partnership Program where these tools come from, specifically today OnTheMap.

I also want to make sure we have a clear understanding of what the NAICS system is -- NAICS Code System -- North American Industry Classification System which is the system we use to identify businesses in the United States.

So we will also look at census geography as it is the framework of the data. And there are some really amazing things that you can do it On the Map because it does get down to some pretty low levels of geography you may not be familiar with. We'll show you - then I will pass the baton over to my colleague -- (Earlene) -- who is our Subject Matter Expert for the LHD programs, and she will show you some examples and then do a live demo as well.

I'll show you some additional resources. And then of course we'll have time for some Q&A at the end. So as Kim pointed out, this webinar is being recorded and will be shared eventually on Census Academy where you can access the recording and materials. So with that, let's go ahead and get started and get started with our virtual road trip today.

And so when you talk about LEHD and LED, there tends to be some confusion with, you know, which is which and what does what in regard to LEHD versus LED. So the LEHD -- Longitude Employer-Household Dynamics is essentially -- as we just mentioned -- the umbrella for the LED partnership, and I'll talk about that more.

But essentially the program -- the LHD Program -- is part of the Center for Economic Studies at the Census Bureau and this program produces new, cost-effective, public-use information combining federal, state, and Census Bureau data on employers and employees under this LED partnership. So it's really that sort of what formulates that partnership, what creates it.

So what is the partnership? What is the LED partnership? Well, you can see that basically it began in the late '90s with only a few states. And we had actually doing all 50 states at one point and we had all 50 states at one point. I think then we had - I think Wyoming wasn't participating. But now we

have three states that are just, you know, choosing not to share. It's not a mandatory partnership. If they choose not to share their data, they don't have to.

But (take) all authorities, you know, they increasingly need detailed local information about their economies to make informed decisions. So the LED partnership actually works to fill critical data gaps and provide indicators needed by state and local authorities. Under the LED partnerships, states do agree to share unemployment insurance earnings and the quarterly census of employment and wages data.

So they choose to share that information with us. And so those three states that are participating right now are currently Alaska, Arkansas, Mississippi. And Puerto Rican Virgin Islands we are not producing data for. But you can still get previous year data for those three states in quarterly workforce indicators explorer tool. So, in some states, you know, they've opted out in the past and they've opted back in, so you never know.

We do update that. You can go on to the LEHD website and look at state partners and they'll tell you and keep you up to date as far as who's participating and who is not and what the date is from that recent update. And I just realized you guys weren't able to see this slide, and this is the slide I was just talking about.

Now, let me we go further on. So the LED -- LED data -- provides unprecedented detail about America's jobs, workers, and local economies as well as the Longitudinal Record of US employment. So by integrating this existing data from the states supplied administrative records and workers and employers to create this Longitudinal Data System on US employment.

State of the art methods to protect the confidentiality of the original respondents allow the LED to release data from local and regional areas beyond traditional boundaries for public use on the internet. And that is what allows us to get down to these low-level geographies by that state-of-the-art methods to protect confidentiality.

Because if any of you are familiar with Census Bureau data, that's the most paramount aspect of our data is privacy protection. Federal law protects individuals and businesses from any of their data being compromised. So, therefore, those same state of the art methods are very crucial and important to the LED data that is published.

But really essentially the LED is an integral part of the Department of Commerce's open government plan to really, you know, unlock a lot of this incredible public access, public domain data

and to really increase participation in the use of that data. That's what we want to see. We want to see more people get access to this data, to use our data, to leverage the data, however, they see fit.

So now when you're building on these state inputs you can see that, you know, by combining this data what we're able to do by combining it with survey data state records, etcetera. And it allows us to look at and create statistics on firms, establishments, jobs, and workers.

And which also really is crucially important is the firm and person characteristics like age, sex, race, ethnicity. All that information is there in these different tools that we have available and On the Map. You can look at different aspects of workers. You can look at workers and sort of select them by either age or sex or race or ethnicity.

And really the most important aspect of this probably is the fact that there is no new responding burden. There is a new survey that's going out and trying to get responses from people. This is actual data that currently exists and we're just combining it together to create these public data access tools. So when you look at, you know, how does that all come together, you can see here, you know, in regard to the firm data, that's your Quarterly Census of Employment Wages, your Economic Survey Data, the Business Register.

Then you look at that Jobs Data. That's your unemployment, insurance, wage records, the OPM data, as well as dental records for that Household Data Demographics Census Survey Data, right. So all that gets matched into a well-oiled machine that is the LEHD Program through or LED partnership, and we're able to create these public-use data products. And these products are pretty amazing. As you can see, we have quite a few. Well, let me see here. There we go. We have quite a few of these products.

The flagship product was actually the Quarterly Census of Employment and Wages. Now - oh I'm sorry, the flagship product was the Quarterly Workforce Indicators which provides information about trends, in employment, in hiring, job creation, and destruction, and earnings and really unprecedented detail on geography (unintelligible) as far back as 1990, right.

The second data product is the LEHD Origin-Destination Employment Statistics or LODES. Yes, that's probably officially the Guinness Book of World Records longest acronym because the L in LODES stands for Longitudinal Employee Household - Employer-Household Dynamics. So that provides annual employment statistics linking home and work locations down to the census block level. So that's the incredible tool that we're going to be looking at today primarily.

Of course, we do have the job-to-job flows, tracing worker movements through industries' geographic labor markets, (so) post-secondary employment outcomes which is a new experimental set of statistics looking at earnings and employment outcomes of graduates. So, you know, that's a really, really., you know, post-Secondary institution. It's a really fascinating, really great tool as well.

I highly recommend, you know, after this webinar and then we're focused on OnTheMap today to really check out, take the time, and look these other tools that are available from the LED, LEHD Program because they are really fascinating and there's some really cool stuff you can do in terms of the visualizations within these tools.

All right, we also have the Veterans Employment Outcomes. That's the brand-new experimental statistics on looking at earnings and employment of Army Veterans after discharge. So that's another really, really great new tool coming from this program. And as you can see, we are really giving you lots of great data and showing you how this partnership -- this LED partnership -- how we can leverage it to really give you all this incredible longitudinal information and sort of the workforce characteristics. And it's all coming from existing data, so keeping it at a relatively low cost to do all this work.

Now giving you this insight is really important but getting access to a 24/7 is really what's incredible and wonderful about these data products because it is free to the public. 24/7 you can access it. This is all public domain data. And with that, I now want to go into the North American Industry Classification System because that is the system that we use to identify and classify our businesses in the US. And what is the sort of tabulation in the universe in which we tabulate data on businesses and industries from the LHD Program.

So it's really important to have just a good understanding of the NAICS Industry which started in 1997 and is part of (NASA). It is hierarchical and meaning that we have a two-digit NAICS code and then there is a - all the way to a six-digit NAICs code. As you can see, that two-digit is really going to represent that main sector like retail trade, construction, mining, etcetera. The subsectors will get you more into detail in regard to that particular industry, right?

Now for OnTheMap, there's only the two-digit NAICS codes currently available. So you can only look at industries at the two-digit NAICS codes. However, the QWI -- the Quarterly Workforce Indicators tool -- does allow you to go from two to three to four-digit NAICs. But limitations and more-detailed industry mean less granularity, so you can only get down to the county level in that particular tool. So keep that in mind. The codes are updated every five years in years that end in two and seven. And so the latest last update to the NAICS code was 2017. And that also coincides with our Economic Census.

You can actually go on to our website onto Census.gov. NAICS has its own separate website. But I often recommend if you're looking for census data in regard to NAICS, a good place to start is on our website. So you can actually go to Census.gov/NAICs. And you can go in and look at the manual, the 2017. You can look at previous year manuals as well and sort of look at the difference in those changes for industries.

Now if industry changes in the code system, really the reasons primary is because industries -- either a new industry is emerging -- or other industries disappearing altogether, right? So millennials, that may be or (unintelligible) may be on the webinar may not be familiar with record stores, all right, or stores that just sold TVs or stereo equipment or something like that.

And so those stories kind of went the way of the (dodo) and now they have been - that code goes away as well when there's not as many of those industries to merit having its own code. So they get consolidated into what would be an electronic store, right. So that would cover any of those industries that are still left out there. And of course, new codes created for those new industries like, you know, renewable energy industries bio, you know, geothermal, or solar, etcetera.

Now into geography, this is also really important because geography is the framework of the data. And most people are familiar with legal areas and legal concepts of geography, regions, divisions. But we need to look at something like a census-designated place.

So, you know, regions are going to be like Northeast, Midwest, etcetera. You know, division is a collection of states within those regions. But a census-designated place, not everybody is really familiar with the term places. So what is a place? And so the Census Bureau uses the term place in many of its data tools.

And if you're not familiar with what a place is or the term that we use, it's essentially the term we use to describe all cities and towns. So that's important to understand when you see that listed under counties, you'll see, you know, place and track and zip code or zip code tabulation area. I'll talk about that more in a second. But it's important to understand that distinction -- that term that we use in many of our data tools -- to identify all cities and towns.

So a census-designated place is an important geography because it's essentially an area that is unincorporated and has been basically quite requested by the county to tabulate data for this particular area. So the county provides the boundaries for that unincorporated area. And then we go ahead and gladly tabulate data for it.

So it's a cooperation between state governments in the Census Bureau to tabulate data for those unincorporated areas that we put in some designated places. Now not all unincorporated areas are automatically CDPs. Again, it's in cooperation with state and local governments, so it's not requested. There may not be - it may not be identified as a CDP.

And then another really important, I won't get into the census counting divisions. These are the unincorporated areas that are not CDPs. They basically fall within the county boundaries, or the (PUMA) as much. But what's really great about this OnTheMap tools, you can look at the Zip Code Tabulation areas which are important. We use that for population. The -and most of the population is aware of zip codes and the fact that they're owned by the post office and the post office can do pretty much whatever they want with them.

And that's great for the post office. They use them to deliver the mail. That's extremely important. But for fiscal agency, we actually need some level of permanence. So we created Zip Code Tabulation areas which allows us to then look at basically remove any of those zip codes that are attached to a PO Box or a large postal customer. So the OnTheMap to really look at the zip code tabulars to areas with data on population.

And then you have another really important geography which is probably one of the most important that I usually share with my data users out there, and that is a Census Tract. Now a Census Tract is a subdivision of a county based on population thresholds.

And for a Census Tract, that threshold is 1,200 to - I'm sorry (33) to 8,000. So that threshold is extremely important because it's what allows us to look at these tracks and maintain a sort of standard for how we want these tracts in terms of the population. I think it's a (unintelligible). It's actually 1,200 to 8,000. And we optimize them for 4,000.

So when you're looking at the screen, you're actually looking at a collection of census tracts. And you may notice that some of the tracts have similar numbers and some are completely different. Some are like 2, 3, 1, 2, 10 or 2, 3, 1, 2, 20. And at one point, that was actually just one whole tract.

But as the population increased over time, that tract had to be split to make sure that it did not go beyond the threshold of 8,000. Now this happens once every 10 years at the time of each decennial. And it's very important to note that they are relatively permanent and firmly based on physical boundaries and meant to nest within counties. So again, they are subdivisions of counties and that is their nesting area.

They can coincide or correlate with cities and towns out there, but they're not bound by those particular boundaries. So below the census tract level you'll have block groups. That is also based on population size. And for block groups, you're looking at 600 to 3,000 top size for those particular areas. Those are the subdivisions of tracts. And then the lowest level of geography is the block. And within this particular tool and OnTheMap, you can get down to the census block.

So what does that look like when you put it all together? I love showing this because it really gives a clear picture of how these geographies are created and what that full public picture looks like. So if a census block is not based on population size or housing units. There is a formula that goes into creating a census block.

And in urban areas, it will pretty much mirror city blocks or, you know, in urban areas. As you get out to suburban and rural areas, it's kind of going to go a little bit all over the place and expand and get really far out there. And again, that's because it's not based on population size or housing units, but it is firmly based on physical boundaries. So just keep that in mind.

Now within OnTheMap tools, if you were actually creating because you can actually use a polygon feature in OnTheMap to create your own geographic area. You can upload shapefiles and all that kind of stuff. There's lots of cool features. But if you were to try to go ahead and split that block with your line -- depending on where that line falls in the centroid of that block -- it's either going to remove the block from your map from your data in your analysis or it's going to pull it in, okay. So keep that in mind. You cannot split a block in OnTheMap, right? So that's important to understand.

The block though -- again not based on population size or how the units will attach to block groups -- based on that top size (I mentioned the force), 603,000 is going to combine with other block groups to format Census Tract. So in Tract 107, which you're looking at here on your screen, you actually have a collection of four block groups and you have multiple blocks within those block groups. All right, now that tract then combines with all your other tracts that you see to form your county.

Now the really important aspect about tracts is no matter how many times that tract is split. Let's say the Tract 107 here - it's at the time of the Decennial Census so they've got to go ahead and look at all the tracts and figure out which ones have increased over the past 10 years and which ones need to be split.

So if you split this tract, no matter how many times you got to split it based on the population, that tract -- the frame of that tract -- will never change. It will always stay in its original frame. And that allows you to go ahead and aggregate that data if it's been split and compare it with the previous tract data. So that's a really great feature of our Census Tracts.

And just to kind of give you an overall hierarchy view, I know it's kind of a scary-looking slide there to see all these different geographies. But it gives you kind of an overall picture of, you know, the really important geos that we have in this fiscal area that we have like tracts and block groups - excuse me, and the blocks. And just a reminder that places represent cities and towns including TDPs and just designated places.

Okay, so with that I'm going to go ahead and pass the baton on to my colleague -- (Earlene) -- and she's going to give you some examples, some real examples using OnTheMap, and then actually take you online as well and show you how to recreate those examples. So (Earlene), the floor is yours - thank you.

(Kim Davis): Thanks (Eric).

(Earlene Dowell): Okay great - hopefully everyone can see my screen. So thank you so much to the Census Academy and to (Eric Coyle) for allowing me to share with you some of the real examples using OnTheMap during COVID-19. What we're going to be doing, I will share two examples with you and then I will demo some of OnTheMap features and then I'll go over the second example. And then we'll work through the second example together.

(Zillow) wrote an article about rapid movement towards remote work arrangements in the wake of the pandemic. This raises an interesting question on the future of urban workers. Will workers place less value on living near a downtown job center? Though it's too soon to answer this question, (Zillow) found that 8.2 million US workers that live in cities travel to the suburbs to work. In the article, 25 out of the country's 35 metro areas -- such as San Francisco, Boston, Riverside, Tampa, and Orlando -- tend to work in the suburbs or rural areas.

The article also looked at age as characteristics which was the same across the board and not subject to younger population as one would expect. So using Tampa as the selected area and the Inflow/Outflow Analysis, we can see how many workers live in Tampa and how many of those workers leave Tampa to work in the suburbs. So here, we can see that out of 140,663 workers that live in Tampa, 85,168 leave Tampa to work outside of the city. This is 60 percent of workers traveling out of the city to work.

Also using the Inflow/ Outflow Analysis -- if you look at the table on the right-hand side -- and we are definitely going to work through this as the demo. You can see that age 29 and younger workers through the data tool, we know that workers equal 58,180, age 30 to 54 total doubled with 121,759 and

age 55 and up totaled 49,433. So let me go live to demonstrate how easy it is to recreate this example and show you another analysis of how far people are traveling to the outside of the city and the directions they are traveling to.

So if I go to OnTheMap.ces.census.gov, we'll do this together, but just to show you how the example regarding Tampa works. So here is OnTheMap and we go ahead and click on the Search Box and I'm going to type in Tampa. Once I type in Tampa, I'll click on search and every geography that has the word Tampa pops up. So since we're looking at the metro area, I'm going to go ahead and click on the area that says metropolitan micropolitan areas, and I'm going to click on Tampa, St. Petersburg, Clearwater, Florida.

And then once that happens, a pop- up comes up. And then we can see the selected area that we've chosen. We can see how many select - how many square miles are in that selection. We can see how many census blocks are in that selection. And the great thing about all of our data tools is that it's very intuitive. So it's obvious what you're going to click next. So I'm going to go ahead and click on Perform Analysis on Selection Area.

So once I'm there, it gives me another pop-up box and it gives me the analysis setting. So in the first column, it says Home or Work. This is where you can choose whether you want to look at where workers live or where workers work. That's the big thing about OnTheMap. It connects where the worker lives and where the worker works. The next column is the analysis type.

So we have five different analyses that we have listed here but we can do other things and more, more custom to whatever that you might be looking at. So here, we - the first one is the area profile, and that's just it. We look at an overview of the area that we're looking at. And it can tell you what the age, what the earnings are, what the sex, what the race, what the ethnicity, what your educational attainment is, and then it looks at the NAICS as well.

The area comparison compares - you can compare earnings. You can compare age. You can compare zip codes. You can compare counties and all sorts of different other earnings.

Distance Direction tells you where they're coming from and how many miles they're coming from.

And then Destination tells you what place they're coming from or what city they're coming from, what county they're coming from. And you get to choose what you would like to look at.

And then the Inflow/Out is what we looked at earlier. And that just tells us how many people travel into the selected area to work, how many people live and work within the selected area, and how many people travel out of the selected area to work.

And then the next column is Year. So here you can choose all the different years. So if there is a state that doesn't have a certain year, you will get a message that says Data Not Yet for This State. But a lot of times we're just processing the data and it's just being added.

And then Job Type is how many, I mean, the jobs that you have out there. So all jobs is every single job that you might have out there. Primary jobs is the one that brings home the most money. And these two -- the All Jobs and Primary Jobs -- include the Federal jobs, but that's for 2015 through 2010. We are still putting in the 2016, 2017 data for the Federal government, I mean, Federal workers and that should be updated by this year.

And them all Private Jobs is just that. It's just the private sector. And then the Private Primary is the private sector that brings home the most income. So as I said, everything is very intuitive, but we're going to go ahead and click on Inflow/Outflow in the second column down at the bottom. And then I'll click this lightning bolt bold gold with an exclamation point.

And then hopefully you can all see that now that we see that there are 266,552 people that travel into Tampa to work, 846,714 live and work within Tampa, and then there's 250,231 that live in Tampa but travel out of Tampa to work. So on the right side, you can see the table, and the one that we're interested in is the Living in the Selected Area but Employment Outside. So if I click on that, the map updates and the (VIN) updates and we're just looking at the 250 - 250,231.

But we have another feature where you go on the left side where it says, All Workers. I can click on All Workers and then we can look at the worker age which is what the article talked about. So here we can look at worker age and then we can see 29 - 29 or younger. And then this update the VIN, I mean, the table and the VIN updates and you can see the arrow.

Now we're looking at 63,697. Those that were living in that area are traveling out of the area, 29 and younger. You can click on that again and we can look at 30 to 54. And then once again, everything updates and we can see that those that are 30 to 54 for living in the area traveling out of the area is about 131,832. And then finally the worker age for the 55 or older, we have about 54,702 in Tampa traveling out of Tampa to work.

So the other thing is like where are they going to work out of Tampa? So if I come here to the lower left-hand corner and I click on Change Settings, we can see the inflow/outflow. And then so I'm going to go just above that where it says Distance Direction, and I'll click on that. And then we'll click Go Again. And now what we're looking at is how many miles people are traveling? So you can see where my cursor is -- that 10 to 24 miles -- those workers, that's about 29% of the worker population that live in Tampa are traveling out to work.

And then we can see 25 to 60 and then we can see greater than 50 miles. And then you can see the radius at the top here. And then if I click on, for example, 25 to 50 miles, and we want to see what that is. And then it updates, and we can see the regions that people are traveling to work 20 to 50 miles. And we can see the north and northeast, the east, the southeast, and so on.

But if you total all of that together, and I'm going back to the main page for the distance direction. But if you total, you know, all of those that are traveling 10 to 24, 25 to 50, and greater than 50, that's about 60% of the population -- the worker population -- traveling out of the metropolitan area to work, so just fascinating stuff. So let me go back to the PowerPoint, and then we'll talk about the second one.

So in another recent article, the Load to Data was used to track where workers from a plant in Minnehaha County, South Dakota resided. The data showed that many that worked in Minnehaha also lived in Minnehaha. But the next largest number of workers resided in Lincoln County.

The data also found a number of Native Americans who worked at the plant and resided on a nearby reservation where there is a lack of medical resources to a vulnerable population. So using the article on South Dakota, let's recreate this example using OnTheMap. And if you can work with me, let's do it together.

So I'm just going to stick to the slide show and then I'll jump into a live demo. So if you go to this (URLOnTheMap.cef.census.gov), and that should take you to our home page. And then you can type in Minnehaha in the search box. And once you type in Minnehaha, go ahead and click Search or Enter. And then choose the bold Minnehaha under counties for South Dakota.

And then once you're there, you get your pop-up and then you would click on the Perform Area Analysis in blue. And then let me catch up with you all. So let me go live too, and I will reload mine. So I'll go ahead and type in Minnehaha. Click on Search under County's Minnehaha County, South Dakota. We can see that there are 5,510 census blocks in that area - clicking on Perform Analysis.

And then I'm going to show you the Area Profile. So, and I'm going to Click Go so you can see an example. So I'm going click Go and I have it on 2017. And so an analysis error comes up. And earlier how (Eric) talked about the different states that are in, this gives you information. So Alaska, we don't have 2017 data, but in Arizona, we don't have 2002.

And then if we go down to the bottom, we can see South Dakota. We don't have 2017. So I'm just going to close out of that box. And then I'm going to click on 2016 because that's what the article used. It used the 2016 data. And then I'll click on Go. Sorry for the delay.

Another thing I forgot to mention is that if you're using OnTheMap or any of the LEHD data tools, we recommend that you use Chrome or Firefox mostly because it plays nicely with those two web browsers because there are so many graphics that has to be uploaded from the maps.

So it's coming in. You can see and on the right-hand side we can see that there is a total of private primary jobs of 105,195. We can look at the worker age. We can look at the earnings. We can see the NAICS industry sectors. So under manufacturing, that would be 10,760,000 workers in Minnehaha, and then which is a lot of workers.

And then if you keep scrolling down, we can see worker race. So it talked about Native Americans and we can see out of that worker population that there are 1,687 American Indians or Alaska Native alone that work in Minnehaha.

And before I get far into this and forget to tell you, yes, you can print out detailed reports. You can (print) them up to pdf Excel or html. You can export the geography so it will print the chart and the map for you. So then, let's also click on Change Settings down in the lower left-hand corner. And then let's go ahead and click on Destination under the analysis type. And then under a Destination Type, let's look at County. So I'll click Go again. And thanks for your patience. Everybody must be working with me.

So in the article, it talked about Lincoln County. So on the right-hand side in the table, you can see that Lincoln County came in second. So this is just proving the article and how they use the data. And we can see that those that live in Lincoln County, that's about 16,122, but they work in Minnehaha. So is the, you know, the workers that work in Minnehaha that are going home to Lincoln County.

All right, the other thing that I like about this analysis type is the (Spoke) Overlay. And so it's not automatic. It's not default. So you have to actually click on the Spoke Overlay which is under the map controls on the left-hand side. And if I click on that, that kind of gives you a visual of where they're coming from or where to work in Minnehaha.

So here is the top 10. And then the great thing is that you can click on this key that says Identify. This is my favorite feature. So if I click on Identify under Map Controls and then I'll pull out of that little window and then I'll click on the tip of the Spoke, it'll give me more information regarding that area. So we can see that I clicked on Lincoln County. How many workers are in Lincoln County? And then we can look at what their age is. We can look at what their earnings are. And we can see the industry segments that they are in. So All Other is probably the manufacturing plant. So I'll close out of that.

And then just one more visual just for kicks. I know that there's about 60 I think maybe counties in South Dakota. But I'll just go ahead and click on 25. So that just kind of gives you a visual of those that might have been infected at this plant and where they're all traveling to, to go home though, so one moment. So see, we can see what the effect could be regarding people that might have the virus that worked at this plant in Minnehaha, and where they're all going home to, you know, from work.

All right, back to the PowerPoint. So this is just a lot of links that are very helpful. I just briefly touched on just the tip of what OnTheMap can do. It can do so many other things. It can do customs, analyses. It can just - it's just a wonderful data tool. It can look at commuting patterns as you saw, but here are the links. There's a lot of links that can help you walk your way through all the different analyses that we have that you can learn on your own if you need to. But, there's - you can always ask me too. All right, and with that, I will hand it back to (Eric).

(Eric Coyle): Thank you (Earlene), that was outstanding. We appreciate those examples on how this information - how these tools are really being utilized even in the midst of a pandemic. So I know we got some questions. Usually the number one question everyone has on their minds. I mean, we get to one right now before we finish up and get to the real Q&A is in regard to the 2018 data, and if and when we know when that's going to be added into the dataset?

(Earlene Dowell): We hope to have that at the end of the year. And then when we do put in the 2018, we will probably try to also add the 2019. So everything will be updated together. Currently, we are just working on putting in the Federal workers first.

(Eric Coyle): Great, thank you for that - so before we get into our Q&A, we just want to sort of plug some of our other additional outlets here for information for you all. So if you are so inclined, you can check out our America Count stories. There's a lot of great ways you can see - other great ways you can see how Census data is being used sort of in real-world situations and stories that are being created, new content added on a weekly basis pretty much.

And then if you want, you can actually subscribe to our newsroom to get updates through various topics or for various topics of interest. So if you want to know when that update for (LEHD) is coming, you might subscribe to Employment Data for Under the Newsroom.

We also have Directors' blog and (staff resources). A lot of these different -- like American Count Disaster stories we'll have sort of really great visuals embedded into the stories themselves, so I highly recommend that. Oops, sorry I'm not sure how that happened - get back.

And we also have a lot of great platforms on social media, so you can check us out there. You can interact with us. We do a lot of visualizations on any particular topic of the day whether it's something for even International Donut Day. We'll have like a visual on how many donut stores and donuts are consumed or National Pet Day or etcetera. So you'll find lots of different visuals that will produce just for our social media platforms and content that we love to share through that, those mediums.

And of course, you should already be well aware of Census Academy. We look forward to having you join us for more feature webinars. You can also subscribe to Census Academy. It's just something we really highly recommend and encourage you to do. So you're always just aware of not just our webinars that are upcoming but even our data (gyms) and sort of little how-to videos that we produce on how to access data from data tools like OnTheMap or any of the other LHD tools that we have available.

And so we also have courses that you can look at and you can access at your own leisure and run through. And more content is being added. There's a lot of great stuff forthcoming with Census Academy, but also share your feedback. If you have an idea for a course or a webinar or a data (gym) for that matter, please go ahead and share that feedback with us. We value all feedback, good or bad.

So with that, we'll go ahead and then we've only got about eight minutes left. We'll go ahead and operate if you want to go ahead and cue up any questions that we may have.

Coordinator: Thank you - we will now begin the question and answer session. If you'd like to ask a question, please press Star 1, unmute your phone and record your name clearly. Your name is required to introduce your question. If you need to withdraw your question, press Star 2. Again, to ask a question please press Star 1. It will take a few moments for the questions to come through. Please standby.

(Kim Davis): Hi everyone - this is your host today, (Kim Davis). And I just wanted to let you know that a few questions have come up about currency of data in relationship to COVID. So I will put in Chat and link to our COVID hub, a resource about data that we have available and collected in collaboration with

other Federal agencies so you can see what activities are going on. We have conducted a couple of surveys, and so I'll put the links from the information for both of those COVID Hub resources.

Okay Operator, you're welcome to open it up on the phone line - thank you.

Coordinator: I am showing no questions at this time. So just as a reminder, Star 1 if you'd like to ask a question.

(Eric Coyle): Well while we wait for that, I do see some questions in the Chat I think I can try to address. And then (Earlene), if you can - if you want to tackle any of those as well, yes, you can ask a question in Chat - absolutely. So I think there was one I saw in regard to what is the best way to get geospatial on NAICS within a county - the geospatial information or county. I'm not sure you can - I'm not sure you can do that within OnTheMap unless, (Earlene), is that available? I know you can download (sheet) files.

(Earlene Dowell): I'm sorry, what was the question? I guess - I apologize, I was reading the Chat.

(Eric Coyle): Oh yes, no, so the best way of getting geospatial information on NAICS with a county. Well, you can download - I know you can download the information by selecting a county to get data on and do an analysis through OnTheMap. I can then download the map and everything like that. Does it provide the geospatial information?

(Earlene Dowell): I want to say yes. But if you would please send me an email and I can doublecheck with our programmers regarding that. But I believe yes - yes is the correct answer.

(Eric Coyle): Okay, and then someone else has the question in regards to the input/output changes from year-to-year. Well, there's a really cool feature on OnTheMap that allows you to actually animate. You can - and I'll go ahead -- and since I've got the baton here -- I'll go ahead and share my screens and go to OnTheMap here. Let me go ahead and share real quick.

So in OnTheMap, this is just the work analysis, the default here, and you can always come down here and click on Change Settings. And then that will go ahead and open up that Analysis Tool to allow you to either select, you know, those different variables that you want. To look at the data over time, you just need to go ahead and check these various years now and then what.

As long as that data is there, that goes back to (unintelligible) and could get an error depending on the location where you're looking at. You can select which jobs you want to look at and then go ahead and make sure you check inflow/outflow. That definitely helps. Click Go. And when you (unintelligible) check those boxes for multiple years, there's a really cool feature that allows you to (unintelligible).

You can look at a year-for-year just by using the dropdown menu here under the Display Settings on the left to change that. Or you can also go ahead and animate the overlays. So this is really cool. You can actually just click the (gun animation) and it will go ahead and give you that year-for-year for all those years that you selected and seeing that change.

Additionally, for all these different types of analysis, what I found really useful -- let me go ahead and stop the animation here -- is to go ahead. And in that sort of, you know, export geography is a feature we were talking about, shapefile (unintelligible) in the selection area, etcetera.

You can get a detailed report. And a detailed report for the inflow/outflow is going to give you inflow/outflow is going to give you more data than you see here on the right. So on the right of your screen, you get a - kind of get the sort of really focused on that one particular inflow/outflow analysis.

But if you click on that Detailed Report, then you're going to get that breakdown of other characteristics that we see with other sorts of selections that we can make like age groups, income, you know, more results. You'll get that for each one of those types of analysis that we're looking at whether it's the jobs people working within a given area, living in a given area, working outside or living outside and working in a given area, and of course, living and working inside and living in a given area. So there's lots of really great features here. We've only touched on a few but you can definitely learn more going through some of the different links that I shared in the presentation.

You can look at different ways that you can actually draw. If you want to go ahead and clear your selection, you can do that. Make sure you come here and get no selective layer. And then you can actually, I believe - let me go ahead and clear selection. Results - I will remove my results tab if that helps.

And now I can go ahead and draw. I can click on that draw polygon and I can zoom all the way down, really about halfway in. So if I zoom down even further, I can just kind of click a different area. Double-tap when you're done, confirm and confirm selection. Once you do that, you can perform an analysis on that area just like that - super easy. And of course, if you want to upload your shapefiles, import geography here, that's a really great feature to have.

I recommend before you do anything in terms of analysis and doing geography's, if you want to upload shapefiles, you do that from that start page here before you make any searches. Scroll down if you're going to find that ability to do that right there. You can also hide tabs, show tabs. You can move all these around. Let's see if I can get rid of that. Here we go. If I (unintelligible) if I get that chart, I can slide that around too. So there's lots of great manipulation here that you can see. I'll go ahead and go back...

(Kim Davis): Hey Eric, we have a question. Is it possible to map current unemployment data?

(Eric Coyle): Current unemployment data - well, the feature -- the main -- so not within this tool. I think you could do that through data.census.gov...

(Kim Davis): Okay.

(Eric Coyle): ...because everything about OnTheMap is looking at where employees work and where they live. So it's specifically looking for people that are employed. Unemployment data mapping that would be maybe - I think maybe in Census Business Builder has that variable in there.

(Kim Davis): Okay, and if a user goes with a customized map, how small can the geo go without using data that may be non-disclosure?

(Eric Coyle): It gets down to the -- for this OnTheMap -- because of the protections that are already in place in the formulas that are in place, there is data suppression that's occurring. You're just not aware of it. But that's what allows - that sort of - that's where data protection in the formulas that go into this particular tool that allows the data user to get down to the block level within this - within OnTheMap.

(Kim Davis): Oh, we are at the top of the hour so I just have one more question before we'll wrap things up here today. If you think it's likely that we'll have the 2018 and 2019 data by the end of 2020, would it be reasonable to think that we might have 2020 before the end of 2021? And I think (Earlene), that might be more directed ...

(Earlene Dowell): Right.

(Kim Davis): ...to you.

(Earlene Dowell): Yes, I can't answer that question. I'm sorry. We don't know.

(Kim Davis): Okay well thank you both for presenting and going through OnTheMap and Jobs Data for us today. We appreciate your presentation and your expertise. If we were unable to answer any of your questions, we will follow up with those questions via email. We'd like to thank everyone for joining us today. And join us for our next webinar tomorrow. Tips and tricks to accessing data on ancestry and foreign-born population. Thank you everyone and have a nice day.

Coordinator: That concludes today's conference. Thank you for participating. You may disconnect at this time. Speakers, please allow a moment of silence and stand by for your post-conference.

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